



Idaho State Liquor Dispensary
P.O. Box 179001
Boise, Id 83717-9001
208-947-9400
9-9-08

OCTOBER 2008 LISTING MEETING

To: All Idaho Sales Representatives
Prospective Suppliers

Copy: Dyke Nally, Larry Maneely, District Managers, Purchasing Staff

From: Bill Applegate, Product Manager

The **FALL 2008 NEW PRODUCT LISTING MEETING** will be held in Boise on **OCTOBER 21, 22 AND 23, 2008.**

The meetings will be held at the Doubletree Club Hotel, 475 W. Parkcenter Blvd, Boise, ID 208-345-2002. ISLD will have two rooms available, one for presentations, one for sales representative set-up.

Each supplier may submit **2 NEW PRODUCTS** (multiple sizes of the **NEW PRODUCTS** are ok). In some cases, ISLD may ask that suppliers present additional products, beyond the 2 products normally allowed, solely at ISLD's prerogative. No value (floor priced) products will be considered at this time.

1. For all **NEW PRODUCTS and FLAVOR EXTENSIONS** of existing products, we need a *Standard Price Quote*, a *New Product Information Sheet*, and *1 Color Photograph* to be sent to Bill Applegate by **Monday, October 13, 2008** (PDF copies of these 2 forms are available at www.liquor.idaho.gov)

SIZE OR PACKAGING EXTENSIONS (e.g. 375's, plastic or travelers) of existing products may be presented, ***and will not be counted against the limit of 2 new products.*** For each **SIZE OR PACKAGING EXTENSION** we need the *Standard Price Quote* and a *New Product Information Sheet*. No photograph will be necessary. These are due by **Monday, October 13, 2008.**

3. You may re-present products that have been rejected in prior listing meetings; however these will also be included in the limit of **2 NEW PRODUCTS**. It will be necessary to provide the *Standard Price Quote*, a *New Product Information Sheet*, and *1 Color Photograph* for product being re-presented.
4. *Standard Price Quote*, and a *New Product Information Sheet*, is required for each and every **50 ml (miniature)** being offered for consideration. This applies to 50 ml's being presented as INTRODUCTORY, NEW or REGULAR. Actual samples of sleeves, counter displays or store packs will be required for any 50 ml product being offered for consideration.

5. Requests for changes to the presentation appointments will be handled by Kay Bennett at 208-947-9460 no later than **MONDAY, OCTOBER 6, 2008**. ISLD reserves the right to arrange the final presentation schedule.

We want to manage your time and the Listing Committee's time as well as possible. We will be adhering strictly to a time limit of **no more than 5 to 10 minutes per product being presented.** Please help us stay on schedule by insuring that your presentation can be completed within the allotted time. Setting up POS materials, handing out information, or preparing samples to support the presentations needs to be done within the time allotted. A room will be provided for sales presentation set-up.

Prepared handouts, presentation books, or statistical information for the Listing Committee members is **optional** and will not be required.

If you plan to hand out statistical or sales comparison information, it is mandatory that such information be provided to Bill Applegate in addition to the *Standard Price Quote* and *Product Information Sheets* and *Photograph* by **Monday, October 13, 2008**.

Please notify your Suppliers as quickly as possible, and as always, supplier participation is welcome and encouraged.

If you have questions please call me at 208-947-9456.

****Not really, just seeing if you're paying attention. White and Brown goods are certainly welcome for presentation.**

2008 FALL LISTING MEETING
Presentation Schedule
Tuesday, October 21, 2008

1:00 - 1:45 pm	CONSTELLATION BRANDS
2:00 – 2:45 pm	FUTURE BRANDS
3:00 - 3:45 pm	BEVERAGES NORTHWEST
4:00 - 6:00 pm	SOUTHERN WINE & SPIRITS

Wednesday, October 22, 2008

8:30 – 11:30	YOUNG'S MARKET COMPANY
LUNCH	
1:00 – 1:45 pm	HOOD RIVER
2:00 – 3:30 pm	NEW WEST SPIRITS
4:00 – 5:00 pm	NEW OR NON-AFFILIATED PROSPECTIVE SUPPLIERS

Thursday, October 23, 2008

8:30 – 12:30

SOUTHERN WINE & SPIRITS

LUNCH

2:00 – 5:00pm

YOUNG'S MARKET COMPANY